

Leslieville BIA Board Meeting
MINUTES
Tuesday, January 9, 2018
8:30 a.m. – 9:30 a.m.
Daniel Jewelers
1006 Queen St. E.

Board Members: Andrew Sherbin, Allen Malloy, Tina Panagioutou, Lucas DiGiovanni, James Lane, Christiane Tetreault (via phone), Laura Anonen – Councillor Paula Fletcher’s office,

Regrets: Ara Mamourian, Jennifer Orenstein, Tracy Kelly, Brad Daniels, Councillor Mary-Margaret McMahon and City BIA Office Representative, Marianne Szczuryk.

Guests: BIA Coordinator, Cathy Quinton

1) Welcome

With quorum established, Andrew Sherbin opened the meeting, and thanked Allen Malloy for the meeting facilities.

2) Approval of Minutes – November 21, 2017

The Board reviewed the minutes of the November 21, 2017 Board meeting and found there to be no objections or additions.

On a motion made by James Lane, seconded by Allen Malloy, the minutes of the Board meeting held November 21, 2017 were approved. Motion carried.

3) Committee Updates

Financial

- a) **BIA P & L – January 1, 2017 – December 30, 2017**
Deferred

Marketing

- a) Andrew Sherbin shared with the group Ara Mamourian’s report which was filed via email. Key points:
- Solid past year, realizing some new event formats
 - Prep and programming for Wanderlust can continue to build
 - Invest in marketing Leslieville outside of our geo boundaries. A big branding year awaits in 2018 where we may engage an outside firm for assistance.
 - All Board members were asked to cultivate sponsorships with their contacts moving forward, including those outside of the local community



- Establishing a communications subcommittee for greater control of strategy and messaging
- New website (RFP to be issued by January 15, 2018)

b) Communications

The group discussed the upcoming budget and proportion of monies allocated to administration, events and communications. Andrew Sherbin explained that the Leslieville BIA is among the bottom half of all GTA BIA's in terms of total budget. Tina Panagioutou suggested that budgets for other BIA's are based on the traffic they receive. Andrew Sherbin stated that budgets are established by the individual Boards based on what the membership can bear, and that the budgets and levy are not based on foot traffic. He further stated that the Leslieville BIA budget recommendation for 2018 remains fixed, as per Board approval to the draft. That said, there is movement allowable within the larger funds to accommodate adjustments if deemed necessary. Christiane Tetreault and Tina Panagioutou spoke to observations of other BIA's (The Junction, Cabbagetown, e.g.) whose social media communications, especially Instagram, seem to work better at connecting audiences to their businesses, through tagging, sharing and dynamic posting. Cathy Quinton stated that the Leslieville BIA does post regularly – daily – on Twitter and Facebook, but not regularly on Instagram since activity has been primarily events driven. Andrew Sherbin reiterated the need to for the Board to establish the vision for 2018 overall, part of which will be to establish subcommittees from which future direction and tactics will emerge. It was agreed that the first Board meeting after the AGM will be a working session devoted to future planning.

ACTION – Andrew Sherbin will retrieve historical annual budgets (2014, 2015, 2016 and 2017) in order to share with Board members the tracking of changes and rationale for Board-approved administration expenses.

Development

- a) The *mural* unveiling held on Saturday, November 25 was a great success, with many locals in attendance as well as our City Councillors and local historian, Joanne Doucette, whose work, in part, inspired Dmitry Bondarenko's design.
- b) The BIA will continue to attend *stakeholder meetings* where appropriate in 2018.
- c) *Streetscape* will shift to focus on a Visioning study for the BIA in 2018, which can incorporate a streetscape master plan. Ideally, a separate Visioning subcommittee will be established to oversee this process moving forward
- d) Graffiti removal was discussed as an ongoing issue in the neighbourhood that cannot effectively be prevented or controlled by the police. The cost of repair is the responsibility of the business owners. Methods of removing or preventing such graffiti activity were discussed, including hiring a company to prevent attacks.



ACTION – Tina Panagioutou will email Cathy Quinton the name of the company she knows of who has had success in preventing graffiti on storefronts and surrounding business properties.

Social Committee

Christiane announced the date of the first BIA member social of the year, to be held Tuesday, February 27 at The Vandenberg House. All are welcome to attend.

4) AGM Update

The Leslieville BIA, now that it has been established for five years, now qualifies for Façade Program grants.

ACTION – Cathy Quinton to ensure that members are advised of the BIA's eligibility to take advantage of the Façade program offered by the City.

ACTION – Cathy Quinton will coordinate logistics for AGM day with Lucas DiGiovanni.

5) Other Business

The Board discussed future Board meeting dates and times and decided to establish the second Monday of the month at 7:00 p.m. as the BIA Board's regular meeting time.

ACTION – Cathy Quinton will issue appointment notices for all future BIA Board meetings.

Christiane Tetreault requested that Board meeting minutes be issued to the Board within seven days of a Board meeting occurrence.

ACTION – Cathy Quinton will ensure that all Board members receive minutes from the Board meetings within seven days of occurring.

6) Adjournment

On a motion made by Allen Malloy, seconded by Tina Panagioutou, and with no further business to discuss, it was resolved to close the meeting. Motion carried.

